



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fourth Semester, Master of Business Administration (MBA)

Semester End Examination; July / Aug. - 2022

Strategic Brand Management

Time: 3 hrs

Max. Marks: 100

Course Outcomes

The Students will be able to:

CO1: Identify the steps in brand building.

CO2: Use techniques for brand positioning.

CO3: Measure and interpret brand performance.

CO4: Design and implement brand strategies.

CO5: Analyze and suggest solutions for brand problems.

Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case Study) is compulsory.

Q. No.	Questions	Marks	BLs	COs	POs
PART - A					
1 a.	Define Brand. Explain the different steps in strategic brand management process.	10	L3	CO1	2
b.	What are the differences between brand management and product management?	10	L4	CO1	3
OR					
2 a.	Discuss briefly the components of David Aaker's brand equity model.	10	L4	CO1	4
b.	"Branding is all about creating differences". Explain.	10	L2	CO1	4
3 a.	What is brand positioning? Explain the types of brand positioning.	10	L2	CO1	4
b.	How can social media be used to build a brand? Explain with an example.	10	L1	CO2	3
OR					
4a.	Explain the various forms of quantitative and qualitative techniques used in measuring brand equity.	10	L4	CO2	3
b.	Explain the rationale for sponsoring events for Brands.	10	L3	CO2	2
5 a.	Explain how to leverage secondary brand association to build brand equity.	10	L4	CO3	2
b.	What is a brand endorsement? Explain the role of celebrities in endorsing the brand.	10	L4	CO3	2
OR					
6 a.	What is co-branding? What type of companies can draw benefit from co-branding? Also mention different types of co-branding.	10	L4	CO3	2
b.	What is a brand mantra? How do you design and implement an effective brand Mantra?	10	L4	CO3	2

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| 7 a. | Critically examine the branding for global markets in details. Explain the different branding strategies to be followed when a product is marketed globally. | 10 | L3 | CO4 | 4 |
| b. | Take a brand of your choice which has been extended in another category of products. Discuss the advantages of extension to the parent brand as well as the extended brand. | 10 | L4 | CO4 | 5 |

OR

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| 8 a. | Write short notes on: i) Brand reinforcement, ii) Brand revitalization. | 10 | L2 | CO5 | 2 |
| b. | Write short notes on: i) Brand Loyalty, ii) Slogans. | 10 | L1 | CO5 | 3 |

PART - B Case Study is compulsory**9. Mother Dairy**

Mother Dairy fruits and Vegetables, a company with a billion – dollar (4,220 crore) turnover, has been a well – established player in NCR. Known for products the firm has been largest seller of milk in NCR, with 65% of the revenue being contributed by milk. Amul entered Delhi market five years back and in 2011 with in a span on 4 years it defeated mother dairy in terms of market share. Amul procures fresh milk and packages it. Mother dairy adds power milk in its products to the tune of 40%. This spoils the taste of the product. Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother dairy has been market leader in NCR for 35 years. Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk. One of the regions why consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh whereas portion of mother dairy milk is reconstituted. Mother dairy sells through its own outlets and home delivery is not possible whereas Amul used channel and home delivery of the milk is possible. Mother dairy milk price has been less than the price of Amul milk, still a huge number of mother dairy loyals moved to Amul. Now mother dairy is restructuring its strategy and systems to combat Amul.

Questions:

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| a. | List out the drawbacks of mother dairy | 5 | L3 | CO5 | 2 |
| b. | What would you suggest to mother dairy for its revitalization plan? | 5 | L4 | CO5 | 2 |
| c. | Identify and discuss the successful strategies adopted by Amul which helped the brand to compete against mother dairy. | 5 | L6 | CO5 | 5 |
| d. | Develop brand identity model for mother dairy after collecting additional information for the brand. | 5 | L6 | CO5 | 5 |